

Sponsorship Package

2011 Canadian Responsible Investment Conference
June 20-22, 2011

Information on sponsorship opportunities
Social Investment Organization
Eugene Ellmen, Executive Director

About Sponsorship Opportunities with the Social Investment Organization

The Social Investment Organization is the national association for the socially responsible investment industry in Canada. Our members include investment funds, financial institutions, asset managers, consultants and advisors active in the SRI sector. Our mandate is:

- To take a leadership role in furthering the use of social and environmental criteria within the investment community in Canada.
- To raise public awareness of socially responsible investment
- To establish the case for environmental/social analysis with other investment organizations
- To provide a forum and information source on socially responsible investment for our members and the public

SIO members believe that socially responsible investment represents a useful investment tool to enhance returns and reduce risk. It is also a catalyst for positive social change.

2011 Canadian Responsible Investment Conference

The *Canadian Responsible Investment Conference* is a proven success in the socially responsible investment industry. The conference is the only regular gathering in Canada devoted to socially responsible investment. Delegates have included financial advisors, investment trustees, portfolio managers, SRI industry representatives and corporate responsibility researchers and consultants. Expected attendance in 2011 is 275, including about 100 financial advisors. The conference will be held June 20-22, 2011 in Victoria, BC. The main conference venue will be the Fairmont Empress.

Conference evaluations for the 2010 Conference, held in Toronto, were outstanding:

- 94% agreed or strongly agreed that the content of the conference sessions was appropriate and informative
- 94% also agreed or strongly agreed that the conference was well-organized
- 87% would recommend the conference to others

Some comments from 2010 Conference participants:

- “I think it was great to get an expanded view on several subjects, the diversified topics you presented were great. I liked the breakout sessions.”
- “A broad spectrum of participants interested in SRI.”
- “The quality of the content was beyond my expectations.”
- “Very focused on the topic, issues that are relevant and timely. Excellent quality of presenters. Very 'collegial' and not pretentious. Lots of opportunity for networking.”
- “The people there are fantastic. I made some good contacts, and learned lots from networking with people during meals and breaks.”
- “Really excellent content. Very knowledgeable and high quality speakers. Enjoyed the networking opportunities as well.”

The full conference evaluation report is available on request. For further information on the 2010 conference, visit <http://www.socialinvestment.ca>.

Sponsorship Benefits for the Responsible Investment Conference

Hosting Sponsor \$9,000*

As a Hosting Sponsor, you will demonstrate your commitment to the SRI community in Canada and create a significant profile for your organization at the conference. Hosting Sponsor benefits include:

- Exclusive sponsorship of a major keynote plenary
- 12 free registrations. A potential saving of nearly \$8,000 (based on an expected conference fee of \$665)
- Recognition (at no extra cost) as a sponsor of the 2010 Canadian Socially Responsible Investment Review. This is SIO's leading research publication, and will be published pre-conference in February 2011.
- A free booth at the Conference Trade Show, June 20 to 22. Display space will be in a centralized location near the hub of conference activity.
- Opportunity for a product breakout or manager presentation
- Prominent display of logo in pre-event promotional materials, signage, agenda and post-conference proceedings
- List of attendees with business contact information

Supporting Sponsor \$5,500*

As a Supporting Sponsor, you will demonstrate your participation in the SRI community in Canada and create a profile for your organization at the conference. Supporting Sponsor benefits include:

- Shared plenary sponsorship
- Five free registrations. A saving of over \$3,000 (based on an expected conference fee of \$665)
- A free booth at the Conference Trade Show, June 20 to 22. Display space will be in a centralized location near the hub of conference activity.
- Opportunity for a product breakout presentation
- Display of logo in pre-event promotional materials, signage, agenda and post-conference proceedings
- List of attendees with business contact information

Trade Show Sponsor \$2,100*

As a Trade Show sponsor, you will demonstrate your commitment to the SRI industry and create opportunities to meet participants, and expand your network of contacts in the SRI community. Trade Show Sponsor benefits include:

- Display space in a centralized location near the hub of conference activity.
- Conference registration for two people, including all meals
- List of attendees with business contact information

* These fees are for SIO pension, associate or sustaining members. Fees for non-members are 25% higher.

For more information

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